TABLE IV

PHILIP MORRIS

Brand	Tar, mg/cigt. Advertised	PM Target	TITL	PM
Alpine KFMSP[1]	15	16.0	16.9	15.4
B&H KFHP	No Ads	14.5	15.4	14.6
B&H 100FHP	No Ads	16.0	16.6	15.7
B&H 100FMHP	No Ads	16.0	16.6	16.2
B&H 100FSP	16	16.0	16.6	16.0
B&H 100FMSP	16	16.0	16.8	15.6
B&H Deluxe Ultra Lights 100FHP	6	6.0	5.0	5.2
B&H Deluxe Ultra Lights 100FMHP	6	6.0	5.2	5.5
B&H Lights 100FSP	10	10.5	10.7	10.2
B&H Lights 100FMSP	10	10.5	10.7	10.3
B&H Multifilter KFSP	No Ads	11.5	11.2	11.3
Cambridge Full Flavor KFSP	16	16.0	17.1	15.4
Cambridge Full Flavor 100FSP	16	16.0	17.2	15.7
Cambridge Lights KFSP	12	12.0	12.3	11.2
Cambridge Lights KFMSP	12	12.0	11.9	11.3
Cambridge Lights 100FSP	12	12.0	12.0	11.2
Cambridge Lights 100FMSP	12	12.0	11.9	11.1
Cambridge Ultra Lights 100FSP	5	5.0	4.7	4.8
English Ovals KNFHP	No Ads	26.0	23.8	21.6
Marlboro KFHP	No Ads	16.0	17.0	16.0
Marlboro KFSP	16	16.0	17.4	16.1
Marlboro KFMSP[1]	17	16.0	16.6	15.2
Marlboro 100FHP	16	16.0	17.0	16.0
Marlboro 100FSP	16	16.0	17.1	16.1
Marlboro 25's KFSP	16	16.0	17.2	16.5
Marlboro Lights KFHP	11	11.0	11.0	10.5
Marlboro Lights KFMHP	10	10.0	10.2	9.6
Marlboro Lights KFSP	10	11.0	11.2	10.6
Marlboro Lights KFMSP	10	10.0	9.9	10.5
Marlboro Lights 100FHP	10	11.0	10.8	10.7
Marlboro Lights 100FMHP	10	10.0	10.2	9.4
Marlboro Lights 100FSP	10	11.0	11.0	10.8
Marlboro Lights 100FMSP	No Ads	10.0	10.9	9.9
Marlboro Lights 25's KFSP	10	11.0	11.2	10.5
Marlboro Red 100FHP	No Ads	16.0	16.4	16.0
Marlboro Red 100FSP	No Ads	16.0	16.5	NA
Merit KFHP	8	8.0	7.8	7.7
Merit KFSP	8	8.0	7.6	7.6
Merit KFMSP	8	8.0	7.7	7.6
Merit 100FSP	10	10.0	10.0	9.9
Merit 100FMSP	9	10.0	10.1	9.8
Merit Ultra Lights KFSP	5	5.0	4.4	5.1
Merit Ultra Lights KFMSP	5	5.0	4.5	5.1
Merit Ultra Lights 100FSP	6	6.0	5.3	5.6
Merit Ultra Lights 100FMSP	5	6.0	6.0	5.9
Parliament Lights KFHP	No Ads	9.0	9.5	9.1
Parliament Lights KFSP	9	9.0	9.1	9.2
Parliament Lights 100FSP	12	11.5	12.0	11.8
PM Commander KNFSP	No Ads	23.0	26.3	23.2
PM International 100FHP	No Ads	16.0	16.8	16.4
PM International 100FMHP	No Ads	16.0	16.9	16.6

Source: https://www.industrydocuments.ucsf.edu/docs/pqkk0001

TABLE IV (cont.)

PHILIP MORRIS

Brand	Advertised	Tar, mg/cigt. PM Target	TITL	PM
Players RNFHP	No Ads	22.0	25.2	23.0
Players KFHP	No Ads	12.0	11.7	11.1
Players KFMHP	No Ads	12.0	11.9	11.2
Players 100FHP	No Ads	14.0	13.9	13.4
Players 100FMHP	No Ads	14.0	14.0	13.2
Players Lights 25's KFSP	10	10.0	10.0	9.4
Players Lights 25's KFMSP	10	10.0	10.0	9.0
Players Lights 25's 100FSP	12	12.0	11.9	11.4
Players Lights 25's 100FMSP	12	12.0	11.4	10.9
Saratoga 120FHP	No Ads	14.5	14.7	14.4
Saratoga 120FMHP	No Ads	14.5	14.7	13.8
Va Slims 100FSP	14	14.5	15.3	14.1
Va Slims 100FMSP	14	14.5	15.1	13.9
Va Slims Lights 100FHP	8	9.0	8.8	8.7
Va Slims Lights 100FMHP	8	9.0	8.5	8.7
Va Slims Lights 120FHP	14	14.0	14.5	13.8
Va Slims Lights 120FMHP	14	14.0	14.7	13.5

[1]Alpine KFMSP and Marlboro KFMSP cigarettes have been reengineered. TITL data may be high due to testing of a mixed sample.

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